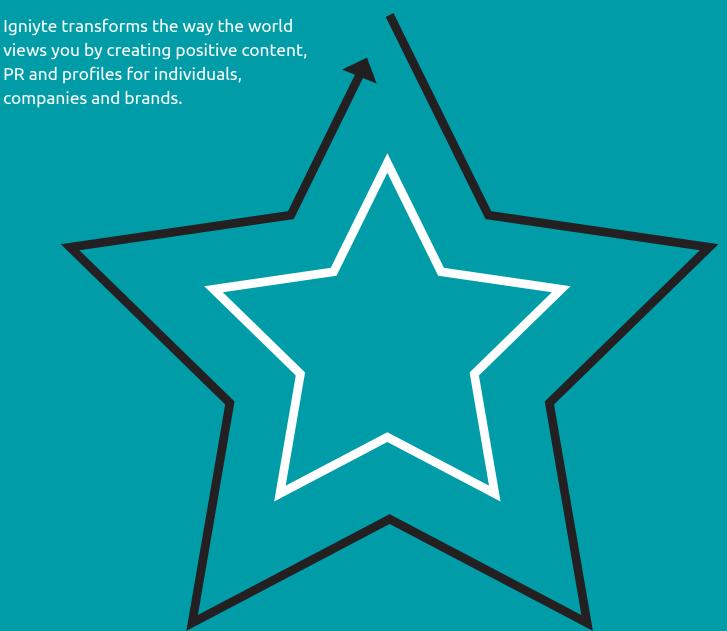


The Reputation Report

Commissioned by Igniyte



The Reputation Report

In a study commissioned by Igniyte, 500 business owners and higher decision makers representing organisations across the UK were asked to consider issues relating to company online reputation and how it impacts on their business.





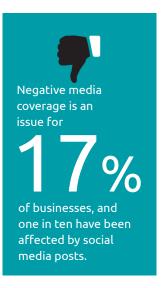


More than half of the leaders contacted (52%) say their businesses have been adversely affected by negative content online.



in many forms, with the most damaging being content posted by competitors (43%) followed by malicious postings from disgruntled former employees (42%).





And while there is growing awareness around the importance of maintaining a positive profile online, dealing with negative content is still a tricky issue for UK companies.

A staggering

459
of those quizzed said they'd failed to remove damaging

posts, while more than a third (36%) had tried

to engage with critics.









And there is a very real impact on business with companies reporting an average loss of £46,815 because of damaging online content.



Another one in five (20%) says poor online reputation has cost them closer to

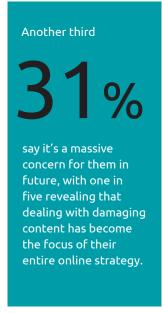
£ 50 K

Businesses in London

82%
then the West Midlands

64%
felt they'd been hit hardest by online content.

When it comes to online presence, three quarters of the companies surveyed believe negative content is now their number one business worry.







Transform how the world views you online

Igniyte is a specialist in reputation management supporting individuals, companies and brands in building a strong online presence through positive communications and content. We consult on an array of online reputational issues including review management, removal of defamatory content, privacy and crisis communications.

For further information please contact Simon Wadsworth on email: simon@igniyte.co.uk or phone: +44 0203 542 8682

A Guide to Building Your Company Reputation Online is the latest in a series of e-books produced by Igniyte. It provides a series of useful tips and advice designed to help companies of all types and sizes understand how to manage and maintain an effective online reputation. To download your free copy visit www.igniyte.co.uk